

## Year 11 Topics - Tech Award Travel & Tourism

In year 10 & 11 we teach the following topics over the course of the year. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

### Comp 3: Customer Needs in Travel and Tourism

Learning aim A: Investigate how organisations identify travel and tourism trends				
Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
<b>Comp 3</b> <b>A1 Types of market research</b>	Students need to know the meaning of the different types of market research carried out by organisations. They will understand when different types of research are used and the types of information they are used for.	Primary research – research carried out by an organisation normally for their own needs, e.g. holiday questionnaires, focus groups, surveys.	<ul style="list-style-type: none"> <li>• primary research</li> <li>• questionnaires</li> <li>• focus groups</li> <li>• surveys</li> <li>• secondary research</li> <li>• trade journals</li> <li>• government statistics</li> <li>• professional associations</li> <li>• inbound tourist numbers</li> <li>• VisitBritain</li> <li>• qualitative</li> <li>• quantitative</li> </ul>	<ul style="list-style-type: none"> <li>• independence</li> <li>• problem solving</li> <li>• reading</li> <li>• effective writing</li> <li>• oracy</li> <li>• literacy</li> <li>• IT</li> <li>• research</li> <li>• numeracy</li> <li>• communication</li> <li>• working collaboratively</li> <li>• analysis</li> <li>• evaluation</li> <li>• creativity</li> <li>• reflective practice</li> <li>• self-management</li> <li>• self-monitoring</li> </ul>
		Secondary research – information compiled from sources outside the organisation, such as trade journals and government statistics, and professional association publications, e.g. data on inbound tourist numbers compiled by VisitBritain.		
<b>A2 How travel and tourism organisations use research to identify customer needs</b>	Students need to understand how travel and tourism organisations carry out and use market research to identify	Qualitative – opinions, feelings, comments and emotions that may provide an insight into a customer’s position.	<ul style="list-style-type: none"> <li>• customer needs</li> <li>• market segments</li> <li>• lone travellers</li> <li>• business travellers</li> <li>• target market</li> <li>• age</li> </ul>	
		Quantitative – values and amounts that can be used for statistical analysis.		
		Identify customers and a range of customer needs, e.g. needs of families with children, lone travellers, business travellers		
		Inform product and service development – grouping customers in market segments or		

	<p>types of customer and customer needs.</p> <p>Students need to also learn how organisations use this information to provide a variety of services and products to meet customer needs, and thus financial and strategic aims.</p> <p>Students need to understand how the findings of market research are Used.</p>	<p>target markets to provide a matching product/service, e.g. by age, gender, lifestyle, geographical location</p> <p>Inform development or adaptation of the products and services according to new customer needs or changing customer needs, e.g. providing kids’ clubs or crèche facilities for families with children</p> <p>Measure customer satisfaction – to ensure customers continue to buy the products and services.</p>	<ul style="list-style-type: none"> <li>• gender</li> <li>• lifestyle</li> <li>• product development</li> <li>• adaptation</li> <li>• geographical location</li> <li>• customer satisfaction</li> </ul>	
<p><b>A3 Travel and tourism customer trends</b></p>	<p>Students need to understand the importance to travel and tourism organisations of identifying changing trends in people’s travel and tourism habits so that they can identify changing, new or emerging markets and develop products for these markets.</p>	<p>How organisations identify trends:</p> <ul style="list-style-type: none"> <li>• own market research</li> <li>• national statistics</li> <li>• published information from competitors</li> <li>• public organisations (national tourist boards)</li> </ul> <p>Travel and tourism trends:</p> <ul style="list-style-type: none"> <li>• reasons for travel – business, leisure including types of holidays, e.g. adventure, volunteering, conservation</li> <li>• the proportion of people making trips, taking holidays</li> </ul>	<ul style="list-style-type: none"> <li>• trends</li> <li>• market research</li> <li>• national statistics</li> <li>• competitors</li> <li>• public organisations</li> <li>• national tourist boards</li> <li>• reasons for travel</li> <li>• business</li> <li>• leisure</li> <li>• adventure</li> <li>• volunteering</li> <li>• conservation</li> <li>• number of visitors</li> <li>• emerging destinations</li> <li>• eco-friendly holidays</li> </ul>	

	Students need to know the types of trend that organisations monitor.		<ul style="list-style-type: none"> <li>• booking website</li> <li>• mobile app</li> <li>• city breaks</li> <li>• beach holidays</li> <li>• average costs of travel, holidays, accommodation</li> <li>• employment patterns</li> <li>• regional variations</li> <li>• environmental considerations</li> </ul>	
<b>A4 Customer needs, preferences and considerations</b>	<p>Students need to understand the different needs, preferences and considerations of travel and tourism customers, which can lead to travel and tourism trends, and how customer needs, preferences and considerations can influence the products and/or services they select.</p> <p>Students need to have the opportunity to apply learning from Components 1 and 2 when considering how</p>	<p>Customer travel and holiday needs:</p> <ul style="list-style-type: none"> <li>• dates influencing the time of year that people can travel and the length of stay they can take, e.g. families with school-age children will be restricted to school holidays, retired couples will have more flexibility</li> <li>• travel requirements and accessibility of destinations such as road, air, rail, cruise</li> <li>• accommodation requirements – type, standard, meal arrangements</li> <li>• available budget affecting the amount people are willing to pay and the type of holiday people can afford, keeping within budget, offering discounts</li> <li>• purpose of travel affecting choice of destination and type of holiday, e.g. relaxation, activity, culture, special occasion</li> <li>• specific needs, e.g. access for people with disabilities at hotel</li> </ul>	<ul style="list-style-type: none"> <li>• travel requirements</li> <li>• road, air, rail, cruise</li> <li>• accommodation requirements</li> <li>• available budget affecting</li> <li>• discounts</li> <li>• purpose of travel</li> <li>• relaxation</li> <li>• activity</li> <li>• culture</li> <li>• special occasions</li> <li>• accessibility</li> <li>• disabilities at hotel</li> <li>• unstated needs</li> <li>• reduced mobility</li> </ul>	

customers select destinations to visit or products, such as holidays and accommodation, or the factors influencing tourism when looking at customer considerations.	<ul style="list-style-type: none"> <li>• unstated needs, e.g. families with babies or customers with reduced mobility</li> </ul>		
	<p>Desirable preferences:</p> <ul style="list-style-type: none"> <li>• responsible tourism, e.g. environmentally friendly, minimising carbon footprint</li> <li>• convenience of travel and destination – destination routes, departure times and frequency, on-board services, transfer times, journey time, transport infrastructure within destination, e.g. availability of local public transport</li> <li>• flexibility and how this might vary for different customers, e.g. individuals and families may want flexible mealtimes at hotel, tour groups may need to keep to a schedule</li> <li>• practical assistance available, e.g. with luggage, language, boarding</li> </ul>	<ul style="list-style-type: none"> <li>• Desirable preferences</li> <li>• responsible tourism</li> <li>• environmentally friendly</li> <li>• carbon footprint</li> <li>• convenience</li> <li>• destination routes</li> <li>• departure times</li> <li>• on-board services</li> <li>• transfer times</li> <li>• journey time</li> <li>• transport</li> <li>• infrastructure</li> <li>• public transport</li> <li>• flexibility</li> <li>• flexible mealtimes</li> <li>• tour groups</li> <li>• practical assistance</li> </ul>	
	<p>Lifestyle factors that influence customer choice:</p> <ul style="list-style-type: none"> <li>• paid holidays</li> <li>• working patterns</li> <li>• disposable income</li> <li>• amount of leisure time</li> </ul>	<ul style="list-style-type: none"> <li>• Lifestyle factors</li> <li>• customer choice</li> <li>• paid holidays</li> <li>• working patterns</li> <li>• disposable income</li> <li>• leisure time</li> </ul>	
<p>Other customer considerations:</p> <ul style="list-style-type: none"> <li>• image of destination in media, positive promotion of destination</li> <li>• safety and security of destination, including personal safety, terrorist attacks, political factors</li> <li>• effect of natural disasters on destination</li> </ul>	<ul style="list-style-type: none"> <li>• customer considerations</li> <li>• positive promotion</li> <li>• safety and security</li> <li>• personal safety</li> <li>• terrorist attacks</li> <li>• political factors</li> </ul>		

		<ul style="list-style-type: none"> <li>• health, outbreaks of infectious diseases</li> <li>• impact of tourism on a destination, e.g. environment, culture</li> </ul>	<ul style="list-style-type: none"> <li>• natural disasters</li> <li>• health</li> <li>• outbreaks</li> <li>• infectious diseases</li> <li>• environment</li> <li>• culture</li> </ul>	
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Learning aim B: Explore how to meet the needs and preferences of travel and tourism customers				
Topic	Rationale	Knowledge acquisition	Knowledge acquisition	Skills and enrichment
<b>B1 Providing travel and tourism products and services to meet different customer needs and preferences</b>	<p>Students need to understand that travel and tourism organisations need to offer a range of products to meet the requirements and preferences of different types of customers, in order to meet financial and strategic aims.</p> <p>Students need to assess how a variety of products or services provided by travel and tourism organisations meet the needs and preferences of different customers.</p>	<p>This includes:</p> <ul style="list-style-type: none"> <li>• providing a range of holidays to meet a variety of customer needs and preferences, e.g. responsible tourism, package, all inclusive, tailor-made, special interest, family-friendly cruises, 'glamping', short breaks, multicentre, targeted at families, couples, lone travellers</li> <li>• providing a range of accommodation, e.g. budget hotels, luxury hotels, holiday parks, youth hostels</li> <li>• providing a range of activities, e.g. excursions, sporting activities, dance classes, special events</li> <li>• tailor-made facilities and amenities, e.g. play areas, crèche, gym, beauty salon, barbecue area</li> <li>• meeting other customer needs and preferences, e.g. green tourism, conservation volunteering, cultural activities, adventure tourism</li> </ul>	<ul style="list-style-type: none"> <li>• range of holidays</li> <li>• customer needs</li> <li>• customer preferences</li> <li>• responsible tourism</li> <li>• package holidays</li> <li>• all inclusive</li> <li>• tailor-made</li> <li>• special interest</li> <li>• family-friendly cruises</li> <li>• glamping</li> <li>• short breaks</li> <li>• multicentre</li> <li>• accommodation</li> <li>• budget hotels</li> <li>• luxury hotels</li> <li>• holiday parks</li> <li>• youth hostels</li> <li>• activities</li> <li>• excursions</li> <li>• sporting activities</li> <li>• special events</li> <li>• tailor-made facilities</li> <li>• amenities</li> <li>• green tourism</li> </ul>	<ul style="list-style-type: none"> <li>• independence</li> <li>• problem solving</li> <li>• reading</li> <li>• effective writing</li> <li>• oracy</li> <li>• literacy</li> <li>• IT</li> <li>• Research</li> <li>• Numeracy</li> <li>• communication</li> <li>• working collaboratively</li> <li>• analysis</li> <li>• evaluation</li> <li>• critical thinking</li> <li>• creativity</li> <li>• reflective practice</li> <li>• self-management</li> <li>• self-monitoring</li> </ul>

			<ul style="list-style-type: none"> <li>• conservation</li> <li>• volunteering</li> <li>• cultural activities</li> <li>• adventure tourism</li> </ul>	
<b>B2 Planning a holiday to meet customer needs and preferences</b>	Students need to understand how holiday packages are put together to meet the needs and preferences of specific customers. They will research products and services to plan a holiday for a specific customer or group of customers.	Assessing general and specific customer needs from information provided.	<ul style="list-style-type: none"> <li>• customer needs</li> <li>• sources of information</li> <li>• websites</li> <li>• guidebooks</li> <li>• tourist leaflets</li> <li>• atlases</li> <li>• holiday brochures</li> <li>• tourist information centres</li> <li>• destination features</li> <li>• holiday type</li> <li>• accommodation</li> <li>• travel arrangements</li> <li>• cost breakdown</li> <li>• activities</li> <li>• excursions</li> <li>• health risks and precautions</li> <li>• safety and security concerns</li> <li>• Presenting plan in written format.</li> <li>• information and advice</li> <li>• problem resolution</li> <li>• accommodation</li> </ul>	
		Researching suitable destinations – sources of information, e.g. websites, guidebooks, tourist leaflets, atlases, holiday brochures, tourist information centres.		
		Information to include in plan: <ul style="list-style-type: none"> <li>• destination, including features that would appeal to customer</li> <li>• holiday type</li> <li>• accommodation</li> <li>• travel arrangements and times</li> <li>• cost breakdown and total costs</li> <li>• times and dates of travel</li> <li>• activities, excursions</li> <li>• health risks and precautions</li> <li>• safety and security concerns</li> </ul>		
		Presenting plan in written format.		
		Providing accurate information and advice on why the destination and holiday will meet customer needs and preferences.		
		Overcoming objections and resolving problems, e.g. change of dates, change of accommodation.		
		Showing understanding towards different types of customer and their needs and preferences.		